

Civic League Releases Results of the 2014 Community Values Survey

Protecting the source of our drinking water heads the list of the community values identified in the North Bay Civic League's Community Values Survey, just as it did in 2010. The North Bay Civic League conducted its Community Values Survey between June and October 1, 2014. The survey was distributed to members of a wide range of community organizations, such as the North Bay Chamber of Commerce, Living Fit Group, North Bay and Area Multicultural Centre, Art on Main, and more than 15 other organizations. It was open to the general public with the aim of getting the best cross section of opinions about what matters most to North Bayites. 500 people responded to the survey, 494 online and 6 on paper.

The survey was well received by residents. Comments received included:

"I was pleasantly surprised that this survey allowed me to express my opinions in a truthful and honest manner. If you want the truth from the citizens of North Bay, people need be able to express their opinions in their own words not by multiple choice."

"Great idea....should market more...on social media"

Twelve closed-ended questions were asked of respondents. Responses to these questions were ranked in order based on the community's sense of importance followed by an evaluation of city council's efforts to address these concerns.

Community Value	# of responders
Protecting the source of our drinking water is important	481
Feeling safe in all areas of the city is important	480
Protecting the environment is important (parks, clean air, green space, safe beaches, trails, waste reduction, for example)	475
Communication on major issues is a responsibility of City Council	475
Having a vision for North Bay's social, economic and environmental future is important	474

Possibly of even more interest is how City Council's performance was rated by the respondents. For the first two items, protecting the source of drinking water and feeling safe, Council's performance was approved by 42% and 47% respectively. However, the approval dropped significantly for protecting the environment, communication, and especially in the area of having a vision (26%, 16% and 10% respectively). In 2010, approval of Council's vision was at 25%, the biggest approval drop of any value. Communication approval dropped from 24% to 16%.

In answer to the general question, "Do you think City Council is addressing your main concerns adequately?"

60% said "no"

30% said "don't know"

and only 10% said "yes" (4% less than in 2010)

"What for you are the two most important issues in North Bay?" Topping the list was "responsible city spending" (29% of respondents). "Infrastructure" and "jobs" tied for second most important with (24% each).

56% of the respondents were female.

62% of respondents were between the ages of 31-59. 22% were over 60 and 14% were between the ages of 20-30.

51% of the respondents have lived in North Bay 21-50 years. 17% have lived here 11-20 years and 11 % have lived in the city for more than 50 years.

In response to why people chose North Bay as their home, 52% chose North Bay as a place to live because of the natural environment and 51% cited "growing up here". "Size of the city" and "for work" were tied at 41%. 77% of the respondents intend to continue living in North Bay and 89% of respondents intend to vote in the next municipal election. This is up from 83% in 2010.

The North Bay Civic League appreciates all the time people took to answer the survey and the candidates in sharing their vision. We strongly encourage everyone to vote in the upcoming election, in order to have the most representative Council yet!

More detailed results of the survey can be viewed at www.northbaycivicleague.org